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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/407,124	09/27/1999	WILLIAM D. KENNEDY	102045	2321

7590 06/20/2006

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EXAMINER
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ALVAREZ, RAQUEL

ART UNIT	PAPER NUMBER
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3622

DATE MAILED: 06/20/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/407,124

Applicant(s)

KENNEDY, WILLIAM D.

Examiner

Raquel Alvarez

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 14 April 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 22-42 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 22-42 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

1. This office action is in response to communication filed on 4/14/2006.
2. Claims 1-21 have been canceled.
3. Claims 22-42 are presented for examination.

**Claim Rejections - 35 USC § 103**

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 22-42 are rejected under 35 U.S.C. 103(a) as being unpatentable over Wong et al. (5,890,175 hereinafter Wong) in view of Bezos et al. (6,029,141 hereinafter Bezos).

Wong substantially teaches an electronic commerce system at least comprising a host in communication with a plurality of distributors (col. 3, lines 35-50), the host having a capability to sort discrete items from the distributors (col. 4, lines 5-15), and a store builder (col. 3, line 60 - col. 4, line 10) including border design and store name (fig. 2, merchant store information; product mix commensurate with a specialty store (fig. 3, specialty products, fig. 4.), store builder maintains a consumer accessible website separate from the store (fig. 11 ) and electronic link to the store (col. 6, line 60 - col. 7, line 5). Wong also substantially teaches the method at least comprising having a store owner electronically accessing a host, select a store type, setting up an account, customizing the appearance, customizing a product mix (see at least figs. 2-5, 7-8, col.

3, lines 20-40, col. 4, lines 1-67) including border design and store name (fig. 2, merchant store information; product mix commensurate with a specialty store (fig. 3, specialty products, fig. 4).

Bezos teaches devising a commission schedule (see at least col. 2, lines 1-20, col. 7, lines 35-40) and stores providing a consumer with access to items assigned a unique tag (see at least col. 6, lines 20-25, col. 3, lines 10-25, col. 11, lines 55-65, col. 7, lines 10-15). It would have been obvious to one having ordinary skill in the art at the time of the invention to have used the commission and access via a distributor, to items assigned a unique tag as in Bezos in the system and method of Wong since the commission and access of Bezos would have promoted marketing of goods and exposure as taught by Bezos (col. 1, lines 25-50, col. 3, lines 25-40). It also would have been obvious to have customized the store by a combination of all the options of claim 3 since these are well known in the store building art for further distinction of store sites. It also would have been obvious to have the product mix commensurate with a key word store since this is well known in the art for customer searching and which would have been adopted for the intended use of searching the mall of Wong. It also would have been obvious to have permitted the ordering of personalized items since this is well known in the art and would have been adopted for the intended use of at least applications to clothing items (such as Land's End catalog which offers sewing of initials to items). It also would have been obvious to have a store owner own multiple stores each with a different URL since this would have been adopted for the intended use of

running multiple specialty stores. It also would have been obvious to have the host not discernable by the customer since the customer interaction of Wong and Bezos is with the store (buying from the store, not the mall in general). It also would have been obvious to have deselected undesired items since this would have been adopted at least for the intended use of generating specialty stores.

With respect to the newly amended feature of using object-oriented class designation model or the use of object-property values associated with description of products. Official notice is taken that object oriented programming is old and well known as a type of programming in which programmers define not only the data type of a data structure, but also the types of operations (functions) that can be applied to the data structure. In this way, the data structure becomes an object that includes both data and functions. In addition, programmers can create relationships between one object and another. For example, objects can *inherit* characteristics from other objects.

One of the principal advantages of object-oriented programming techniques over procedural programming techniques is that they enable programmers to create modules that do not need to be changed when a new type of object is added. A programmer can simply create a new object that inherits many of its features from existing objects. This makes object-oriented programs easier to modify. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have modified Wong with using object oriented program for the class designation or the description of products because such a modification would enable the creation of modules that do not need to be changed when a new type of object is added and therefore would enable for easier modification of the description of the products or items of Wong.

**Response to Arguments**

6. With respect to Applicant's arguments pertaining to the newly amended limitation of using object oriented class designation or the use of object-property values associated with description of products, see above rejection.
7. Applicant argues that neither Wong or Bezos teach the newly added limitation of using object-oriented programming for product description. See above rejection.

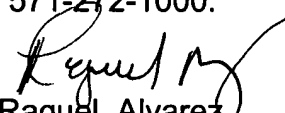
**Point of contact**

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

  
Raquel Alvarez  
Primary Examiner  
Art Unit 3622

R.A.  
6/14/2006